

In The Claims:

1. (Currently amended) A method of providing improved clickstream data collection over a series of related messages exchanged between computers in a networking environment, comprising:

determining at a server computer a clickstream correlator value to be applied to related messages sent from a client computer, wherein the clickstream correlator value indicates whether clickstream data collection is being performed;

annotating at the server computer at least one of the related messages sent from the client computer with information reflecting the determined clickstream correlator value by storing the information reflecting the determined clickstream correlator value as part of a routing token in the annotated messages, wherein the routing token further comprises information enabling identification of the client computer and server computer;

transmitting at least one of the annotated messages with the routing token containing the determined clickstream correlator value and the information enabling identification of the client computer and server computer for delivery to the client computer;

receiving at the server computer the clickstream correlator value and the information enabling identification of the client computer and server computer that are sent from the client computer with subsequent ones of the related messages; and

using the clickstream correlator value at the server computer to collect clickstream data that is indicative of how a user at the client computer interacts with content at the server computer.

2. (Canceled).

3. (Previously presented) The method according to claim 1, wherein the clickstream correlator value is used to correlate at the server computer stored log entries created for the

related messages.

4. (Currently amended) The method according to claim 1, further comprising storing the determined clickstream correlator value at the client computer for use when transmitting subsequent ones of the related messages to the server ~~client~~ computer.

5. (Previously presented) The method according to claim 1, further comprising: receiving the transmitted annotated message at the client computer; and automatically returning the determined clickstream correlator value from the client computer to the server computer in each subsequent one of the related messages.

6. (Previously presented) The method according to claim 5, wherein the transmitted annotated message includes an object reference that is annotated to carry the determined clickstream correlator value, and wherein automatically returning of the determined clickstream correlator value to the server computer is enabled by receipt by the client computer of the annotation of the object reference.

7. (Previously presented) The method according to claim 1, wherein at least one of the annotated messages is a response that serves a Web page to the client computer.

8. (Previously presented) The method according to claim 1, wherein at least one of the annotated messages is a request from the client computer for a Web page.

9. (Previously presented) The method according to claim 1, wherein at least one of the annotated messages is a request from the client computer for a Web object.

10. (Previously presented) The method according to claim 5, wherein at least one of

the annotated messages is a response that serves a Web page to the client computer and wherein at least one of the subsequent ones of the related messages is a request for information referenced by the Web page.

11. (Previously presented) The method according to claim 5, wherein at least one of the annotated messages is a response that serves a Web page to the client computer and wherein at least one of the subsequent ones of the related messages is a request for information selected from the Web page by a user of the client computer.

12. (Previously presented) The method according to claim 4, wherein the determined clickstream correlator value is stored in the server computer.

13. (Canceled).

14. (Currently amended) The method according to claim 1, ~~claim 13~~, wherein the routing token is used to modify a Uniform Resource Locator from a header of selected ones of the related messages.

15. (Canceled).

16. (Previously presented) The method according to claim 1, further comprising:
using the determined clickstream correlator value when logging records reflecting the annotated messages; and
using the logged records to reconstruct a user's navigational experience during the series of related messages.

17. (Currently amended) A computer program product for providing improved

clickstream data collection over a series of related messages exchanged between computers in a networking environment, the computer program product embodied on one or more computer-readable media and comprising:

computer-readable program code that is configured to determine at a server computer a clickstream correlator value to be applied to the related messages sent from a client computer, wherein the clickstream correlator value indicates whether clickstream data collection is being performed and is used to correlate at the server computer stored log entries created for the related messages;

computer-readable program code that is configured to annotate at the server computer at least one of the related messages sent from the client computer with information reflecting the determined clickstream correlator value, and is configured to store the information reflecting the determined clickstream correlator value as part of a token in the annotated messages, wherein the token further comprises information enabling identification of the client computer and server computer; and

computer-readable program code that is configured to transmit at least one of the annotated messages with the routing token containing the determined clickstream correlator value and the information enabling identification of the client computer and server computer for delivery to the client computer;

computer-readable program code that is configured to receive at the server computer the clickstream correlator value and the information enabling identification of the client computer and server computer that are sent from the client computer with subsequent ones of the related messages; and

computer-readable program code that is configured to use the clickstream correlator value at the server computer to collect clickstream data that is indicative of how a user at the client computer interacts with content at the server computer.

19. (Currently amended) The computer program product according to claim 17, further comprising computer-readable program code that is configured to store the determined clickstream correlator value at the client computer for use when transmitting subsequent ones of the related messages to the server ~~particular~~ computer.

20. (Previously presented) The computer program product according to claim 17, wherein the particular computer is a client computer and the computer-readable program code that is configured to transmit, transmits one of the annotated messages to the client computer; and further comprising:

computer-readable program code that is configured to receive the transmitted annotated message at the client computer; and

computer-readable program code that is configured to automatically return the determined clickstream correlator value to a server computer in each subsequent one of the related messages.

21. (Previously presented) The computer program product according to claim 20, wherein the transmitted annotated message includes an object reference that is annotated to carry the determined clickstream correlator value, and wherein the computer-readable program code that is configured to automatically return the determined clickstream correlator value is enabled by the annotation of the object reference.

22. (Previously presented) The computer program product according to claim 20, wherein at least one of the annotated messages is a response that serves a Web page to the particular computer and wherein at least one of the subsequent ones of the related messages is a request for information referenced by the Web page.

23. (Previously presented) The computer program product according to claim 20, wherein at least one of the annotated messages is a response that serves a Web page to the client computer and wherein at least one of the subsequent ones of the related messages is a request for information selected from the Web page by a user of the client computer.

24. (Canceled).

25. (Currently amended) The computer program product according to claim 17, ~~claim 24~~, wherein the token is used to modify a Uniform Resource Locator from a header of selected ones of the related messages.

26. (Previously presented) The computer program product according to claim 17, further comprising:

computer-readable program code that is configured to use the determined clickstream correlator value when logging records reflecting the annotated messages; and

computer-readable program code that is configured to use the logged records to reconstruct a user's navigational experience during the series of related messages.

27. (Currently amended) A system for providing improved clickstream data collection over a series of related messages exchanged between computers in a networking environment, comprising:

means for determining at a server computer a clickstream correlator value to be applied to the related messages sent from a client computer, wherein the clickstream correlator value indicates whether clickstream data collection is being performed and is used to correlate at the server computer stored log entries created for the related messages;

means for annotating at the server computer at least one of the related messages sent from the client computer with information reflecting the determined clickstream correlator value, and

for storing the information reflecting the determined clickstream correlator value as part of a token in the annotated messages, wherein the token further comprises information enabling identification of the client computer and server computer; and

means for transmitting at least one of the annotated messages with the routing token containing the determined clickstream correlator value and the information enabling identification of the client computer and server computer for delivery to the client computer;

means for receiving at the server computer the clickstream correlator value and the information enabling identification of the client computer and server computer that are sent from the client computer with subsequent ones of the related messages; and

means for using the clickstream correlator value at the server computer to collect clickstream data that is indicative of how a user at the client computer interacts with content at the server computer.

28. (Canceled).

29. (Currently amended) The system according to claim 27, further comprising means for storing the determined clickstream correlator value at the client computer for use when transmitting subsequent ones of the related messages to the server ~~client~~ computer.

30. (Previously presented) The system according to claim 27, further comprising:
means for receiving the transmitted annotated message at the client computer; and
means for automatically returning the determined clickstream correlator value to the server computer in each subsequent one of the related messages.

31. (Original) The system according to claim 30, wherein the transmitted annotated message includes an object reference that is annotated to carry the determined clickstream correlator value, and wherein the means for automatically returning is enabled by the annotation

of the object reference.

32. (Previously presented) The system according to claim 30, wherein at least one of the annotated messages is a response that serves a Web page to the client computer and wherein at least one of the subsequent ones of the related messages is a request for information referenced by the Web page.

33. (Previously presented) The system according to claim 30, wherein at least one of the annotated messages is a response that serves a Web page to the client computer and wherein at least one of the subsequent ones of the related messages is a request for information selected from the Web page by a user of the client computer.

34. (Canceled).

35. (Currently amended) The system according to claim 27, ~~claim 34~~, wherein the token is used to modify a Uniform Resource Locator from a header of selected ones of the related messages.

36. (Original) The system according to claim 27, further comprising:
means for using the determined clickstream correlator value when logging records reflecting the annotated messages; and
means for using the logged records to reconstruct a user's navigational experience during the series of related messages.